



Wisconsin Electric

WISCONSIN ENERGY COMPANIES

WISCONSIN GAS

Wisconsin Electric/Wisconsin Gas
231 W. Michigan St.
P.O. Box 2046
Milwaukee, WI 53201-2046
Phone 414 221-2345

Hand Delivered

January 24, 2002

Ms. Lynda L. Dorr
Secretary
Public Service Commission of Wisconsin
P.O. Box 7854
Madison, WI 53707-7854

Re: Wisconsin Electric Customer Satisfaction Survey – Compliance with Wisconsin
Administrative Code PSC 113.0609

Dear Ms. Dorr:

Enclosed please find Wisconsin Electric Power Company's (WE) 2001 survey of the
satisfaction of customer classes with services they have received from WE made by an
independent entity.

If you have any questions on this survey please contact Peggy Clippert at (414) 221-
4645.

Sincerely,

Roman A. Draba
Vice President
State Regulatory Affairs

cc: Kevin Cronin
Terri Kosobucki
Jim Looch
Bob Norcross
Dan Sage

WISCONSIN ELECTRIC POWER COMPANY CUSTOMER SATISFACTION MEASUREMENT

Introduction

The following is a brief description of the methodology being used by Wisconsin Electric to measure customer satisfaction with the service they provide. It is intended to help explain how the results of the surveys conducted in 2001 were obtained. Residential and business customers were surveyed throughout the year. Results were reported quarterly and then rolled into final scores at the end of the year. These yearend measures of satisfaction with the quality of the service provided are collected on the attribute categories and sub-attributes listed in the following table.

Methodology

Surveys were created using a process in which the major attributes and related sub-attributes of electric service were determined through customer focus groups. Ratings are collected for each sub-attribute and an overall attribute rating is given at the end of the section. The final rating on the survey is the overall satisfaction rating. This design was selected for two reasons. First, the survey respondent is taken through the process in a logical fashion. Second, the design allows the straight-forward analysis of the data collected. The ratings on the surveys are on a 1 to 10 scale with 1 being lowest and 10 being highest. Mean scores are computed and are reported on a 10 to 100 scale.

Samples of customers are randomly chosen from the customer information system. Additionally, business customers are stratified by the level of consumption. A total of 300 WE residential and 150 business customers are surveyed each quarter. The samples are provided to an independent contractor who conducts the surveys by phone. Surveying is conducted throughout the year and the results are provided to WE at the end of each quarter. Processing, analysis, and reporting of the data is done internally and results are provided to the appropriate managers throughout the company who then use the results to monitor customer perceptions and to help guide them in making changes and/or improvements to the services they provide.

The Annual Cycle

Focus groups of customers are done periodically to monitor any changes occurring in their perceptions of the service electric utilities should be providing to them. The research is conducted in April to allow the incorporation of the results into the third quarter surveying. Third quarter surveying serves the dual purposes of providing the current year results as well as the baseline (with any changes) for the following year planning activities utilizing customer satisfaction scores. Final annual scores are reported in January.

2001 CUSTOMER SATISFACTION SCORES

ELECTRIC ONLY

CONSUMER

ATTRIBUTES	SCORES
Being easy to do business with	78
Being professional	81
Being easy to reach	74
Being responsive to you	76
Providing accurate meter reading	76
Their concern and caring	72
Understand your needs	75
Being knowledgeable	79
OVERALL CUSTOMER SERVICE	77
Providing reliable power	85
Delivering electricity in a safe manner	89
Providing no surges or spikes	80
Providing alternative & efficient ways of producing electricity	66
Providing electric service without interruptions	83
Providing confidence in supplying power when you need it	84
Providing information during a power outage	68
Responding promptly to fix an outage	77
OVERALL PRODUCT QUALITY	82
Providing a format that is easy to read	80
Being easy to understand	79
Providing no surprises	75
Providing payment options	82
The accuracy of it	79
The ease of determining the exact amount	82
OVERALL BILLING	77
Overall satisfaction with product and service quality	78

BUSINESS

ATTRIBUTES	SCORES
Being easy to do business with	80
Being easy to reach when you need them	75
Being responsive to you	78
Providing accurate information	79
Their courtesy	85
Understanding you business needs	77
Keeping you informed on any work being done for you	76
OVERALL CUSTOMER SERVICE	79
Providing electricity to your business in a safe manner	89
Providing no surges or spikes	75
Providing a continuous & uninterrupted power supply	83
Confidence in supplying power when needed	86
Providing information during a power outage	67
Responding promptly to fix an outage	81
OVERALL PRODUCT QUALITY	83
Providing a format that is easy to read	81
Being easy to understand	80
Providing no surprises	80
The accuracy of it	83
The ease of determining the exact amount	84
Providing sufficient time to pay the bill after its delivery	81
Providing a consolidated bill, if needed	81
OVERALL BILLING	81
Overall satisfaction with product and service quality	79